

# FCC 388

## DTV Consumer Education Quarterly Activity Report

### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: [http://fjallfoss.fcc.gov/prod/ecfs/upload\\_v2.cgi](http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi)
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WRLH-TV/DT

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign	Channel Numbers	Community of License							
		City	State	County	Zip Code				
WRLH-TV/DT	Analog <u>35</u> <input checked="" type="checkbox"/>	Richmond	Va	USA	23230				
	Digital <u>26</u> <input checked="" type="checkbox"/>								
Licensee Sinclair Broadcast Group of Charleston, Inc.									
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA	World Wide Web Home Page Address					
35 and 26			59	www.foxrichmond.com					
Facility ID Number	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy)						
412			100112						

**Section B (For broadcasters electing Option Two)**

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

**Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter**

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

5

Total 5:00 a.m. to 1:00 a.m. CSTs

2

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

0

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

1

Total 6:00 p.m. to 11:35 p.m. CSTs

1

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

This forms covers only 3/31/08.

Our Station also ran 74 DTV PSA's During the rest of March 2008 in addition to the ones listed above for March 31<sup>st</sup>, 2008 solely. We also ran 61 PROMOS on our Digital Multicast Station. PSA and Crawl echedules attached.

### 30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):

### 100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

*Graphic Displays*

\_\_\_\_\_

*Animated Graphics*

\_\_\_\_\_

*Graphic and Audio Displays*

\_\_\_\_\_

*Longer Form Reminders*

\_\_\_\_\_

Comments (add additional sheets where necessary):

**Section D (For all broadcasters)**

**Additional DTV On-air Initiatives – Last Quarter**

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

NewsStories on FOX News at Ten aired news reports during Quarter 1, 08  
Three Segments totaling 3 MINUTES 20 SECONDS

**Station Website Additional Activity Related to the DTV Transition – Last Quarter**

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

A large Banner Ad on our HomePage directs viewers to the NAB Information page on DTV Transition. The Ad also appears on our Multicast Station home page.

**Additional DTV Outreach Efforts – Last Quarter**

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☐ Speaking Engagements

Comments (add additional sheets where necessary):

0

☐ Community Events

Comments (add additional sheets where necessary):

0

☐ Other (describe)

Comments (add additional sheets where necessary):

0

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**


Comments (add additional sheets where necessary):

Our Station has been running the DTV PSA's for more than a Month. In Quantities larger than the mandate.



## STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing <i>Steven A. Genett</i>	Typed or Printed Title of Person Signing <i>Steven A. Genett</i>
Signature <input checked="" type="checkbox"/> 	Date <i>04/10/08</i>

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

## FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to [pra@fcc.gov](mailto:pra@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

## **WRLH-TV/DT**

DTV Crawl as run on 3/31/08

WRLH-TV FOX RICHMOND AND MYTV RICHMOND REMINDS YOU THAT FULL POWER ANALOG BROADCASTS WILL END ON FEBRUARY 17 2009 AND OLDER ANALOG ONLY TELEVISION SETS MAY LOSE LOCAL TELEVISION SIGNALS

UNLESS ACTION IS TAKEN. OLDER ANALOG-ONLY SETS WILL REQUIRE A DIGITAL SIGNAL

CONVERTER BOX TO RECEIVE THE OVER THE AIR SIGNALS OF YOUR LOCAL TV STATIONS.

ANALOG-ONLY TELEVISIONS SHOULD CONTINUE TO WORK FOR RECEPTION OF BROADCASTS FROM CABLE, AND SATELLITE PROVIDERS, AS WELL AS WITH GAMING CONSOLES, VCRS, DVD PLAYERS AND SIMILAR PRODUCTS. YOU CAN GO TO DTV.GOV FOR MORE INFORMATION ON THIS CHANGE, AS WELL AS DISCOUNT COUPONS TOWARDS THE PURCHASE OF DIGITAL CONVERTERBOXES. OR CALL WRLH-TV DURING BUSINESS HOURS AT 804-358-3535 FOR FURTHER INFORMATION.

### DTV PSA Script:

"Notice how digital's made pretty much everything better? Especially television. Digital TV's got better picture, better sound, more channels -- in fact, digital's so much better that, by law, ALL broadcast TV has to be digital by 2009. But there's a catch: Some TVs need an upgrade to get digital. You could even lose your signal. Get the facts. Visit DTVAnswers.com [<http://www.dtvanswers.com>] to learn about television's switch to digital. Or call this number to see how you can stay connected. [1-888-DTV-2009]"

# Daily Traffic Log

Richmond (WRLH)

## Official Traffic Log for Monday March 31, 2008

as of (Mar 28 2008 6:12PM)

Operator Signature

*Daniel J. [Signature]*

MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
5800	5:00:00AM	01:00:30	[REDACTED]							
	5:00:00AM	00:00:10	Promo 1a							
5800	5:00:10AM	00:58:30	Break 1a							
	5:00:10AM									
5840	5:00:40AM	00:00:10	Break 1b							
				Local-PROMO						
5850	5:58:50AM	00:01:00								
	5:58:50AM									
58920	5:59:20AM	00:00:30	FCC-Digital Conversion	Local PSA	70354	FCC DTV TRANSITION 30	FCC DTV TRANSITION 30	5:00AM 4:59AM	PROMO (m) Digital Conversion Annou	551495.2
589	5:59:00AM	00:00:10	Station ID	Station ID						
	5:59:50AM									448876.22

# Official Traffic Log for Monday March 31, 2008

Richmond (WRLH)

*Signature*

Operator Signature

MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
115724	11:37:28AM	00:06:41	Segment 5	Program Segment						
114409AM	00:00:30	Break 5a	Local-PROMO							
114409AM	00:00:10									1.1
114417	00:00:20									
1144:39AM	00:01:30	Break 5b	Local-SPOT							
1144:39AM	00:00:15									
114452	00:00:30									
114524AM	00:00:30	FCC-Digital Conversion	Local PSA	70354	FCC DTV TRANSITION 30	FCC DTV TRANSITION 30		5:00AM	PROMO (rs)	551495.2
114552	00:00:15							4:59AM	Digital Conversion Approx	
114607	00:07:22	Segment 6	Program Segment							
1153:31AM	00:02:00									
1153329	00:02:00									
1155:31AM	00:02:34									
1155289	00:01:45	End Break	Local-SPOT							
115605AM	00:00:10									



For Monday March 31, 2008

2022

DATA 25 21 00

Richmond (WRLH)

# Log for Monday March 31, 2008

2008 6:12PM

Operator Signature

*[Signature]*

Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
7:58:00PM	01:02:00	[REDACTED]							
7:58:00PM	00:00:00								
7:58:00PM	00:02:00		Prime Premium						
7:58:00PM	00:00:10								
7:58:10PM	00:00:30	FCC-Digital Conversion	Local PSA	70354	FCC DTV TRANSITION 30		5:00AM 4:59AM	PROMO (ns) Digital Conversion Annou.	551495.2
7:58:42	00:00:20								
7:59:02	00:00:30								
7:59:32	00:00:30								
8:00:02	00:29:39	Segment 1	Program Segment						
8:29:39PM	00:01:30	Break 1a	Prime Premium						
8:29:39PM	00:00:10								
8:29:49PM	00:00:20								
8:30:09PM	00:00:30								
8:30:39PM	00:00:30								

Richmond (WRLH)

# Log for Monday March 31, 2008

*Dan Miller*

Operator Signature

Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
12:30:00AM	00:01:18	Segment 1							
12:31:18AM	00:00:30	Break 1a	Local-PROMO						
12:31:28AM	00:00:20								
12:31:48AM	00:10:16	Segment 2	Program Segment						
12:42:04AM	00:02:30	Break 2a	Local-SPOT						
12:42:34AM	00:00:30								
12:43:06AM	00:00:30								
12:43:36AM	00:00:30								
12:44:06AM	00:00:30								
12:44:36AM	00:10:23	Segment 3	Program Segment						
12:54:57AM	00:02:30	Break 3a	Local-SPOT	70354	FCC DTV TRANSITION 30	FCC DTV TRANSITION 30	5:00AM 4:59AM	PROMO (ms) Digital Conversion Annou.	551495.2

Richmond (WRLH)

Log for Monday March 31, 2008

Operator Signature

*[Handwritten Signature]*

Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
4:45:05 PM	00:00:30	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
4:45:35 PM	00:00:30	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
4:46:05 PM	00:00:30	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
4:46:35 PM	00:00:30	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
4:47:05 PM	00:00:15	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
4:47:22	4:47:20 PM	00:05:07	Segment 6	DTV CRASH RUNS MB					
4:52:27 PM	00:02:00	Break 6a	Program Segment Local-SPOT						
4:52:59	4:52:57 PM	00:00:30	[REDACTED]						
4:53:29	4:53:27 PM	00:00:30	[REDACTED]						
4:53:59	4:53:57 PM	00:00:30	[REDACTED]	0	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
4:54:29	4:54:27 PM	00:02:08	Segment 7	Local-SPOT					
4:56:35 PM	00:01:45	End Break	[REDACTED]						
4:56:35	4:56:35 PM	00:00:15	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]



Operator Signature

25 2008 6:12PM)

Line	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
62800	6:28:00PM	00:01:00	End Break							
62800	6:28:00PM	00:00:30								
62830	6:28:30PM	00:00:30								
62900	6:29:00PM	00:17:17	Segment 1							
64617	6:46:17PM	00:00:30	Break 1a	Local-PROMO						
64137	6:46:37PM	00:00:10								
64647	6:46:47PM	00:02:00	Break 1b	Local-SPOT						
64717	6:47:17PM	00:01:00								
64817	6:48:17PM	00:00:30								
64847	6:48:47PM	00:05:13	Segment 2	Program Segment						
65398	6:54:00PM	00:03:00	Break 2a	Local-SPOT						